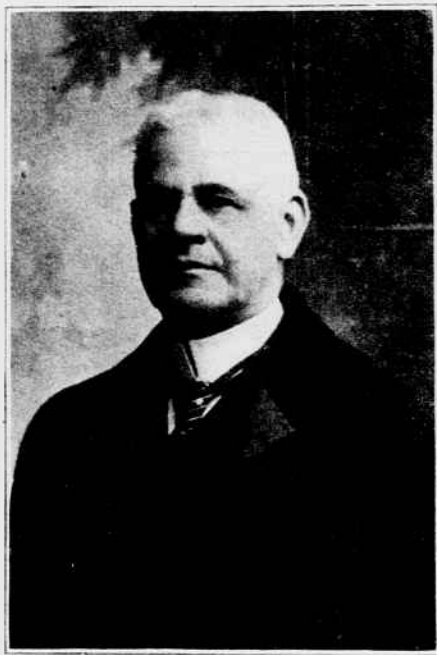


substance of which is transmitted at once to The Star office by its special wire service. Twenty-five thousand people are released from their duties at approximately 4 o'clock, and this is the time when The Star is being sold on the streets.

In its columns they find all that has happened during the day, and what has happened in Washington during the day is practically the whole local story, for we have no common council, no city government, no ward organizations, to hold meetings at night. The government of the city and District is vested in a commission appointed by the President and confirmed by Congress, and this commission transacts its business the same as Congress and the departments do; its work is over by



Mr. F. A. Richardson,

Representing the Adams Estate.

3 or 4 o'clock in the afternoon, and nearly all that happens in Washington of news interest happens before 3 o'clock, excepting social functions and an occasional crime or accident, and which, after all, the people look to see reported in The Star the following day. But beyond this, it should be remembered that in the matter of general news also an up-to-date evening newspaper now has a vast advantage over its morning contemporary, as compared with former times. This is due to its free use of the greatly improved and extended telegraph and telephone facilities and the fast mail service. It should be borne in mind, also, that in all the European and eastern countries the whole day's operations and events are concluded, with night rapidly closing in, before the afternoon paper in America has gone to press; so that, as a consequent result, there is practically little news to be gathered in those fields for the morning papers. In other words, both in a general and local sense, the evening paper is the paper of today, while the morning paper follows in its wake as a mere duplicating record of the events of yesterday. This is becoming more manifest to, and better understood by, both readers and advertisers, every week in the year.

As there is no city in the United States where there is so large a percentage of intelligence, so no city has so many people in proportion who desire to read newspapers as in Washington, nor is there any other city where they have as much time to read, and as much reason for reading a local newspaper.

Must Be a Local Paper.

A successful newspaper in Washington, while broad and comprehensive in its general scope, must be essentially a local newspaper, which means that it must be local in the sense of dealing with the affairs which interest people who live in Washington, and who come from all sections of the country, and are primarily interested, aside from social happenings, in the transactions and happenings of the various departments of the government, and all things that pertain thereto. Therefore, The Star interprets its province of a local newspaper along these lines. It is not sufficient that it prints the news, and all the news, completely and reliably, but that it should also furnish its readers a very large amount of general reading matter, more or less of magazine character; not the ordinary special stories, which are conceived and worked up by sensational journals, where the population is less acutely intelligent than here, but matter of real interest, covering the widest range of possible subjects. Each day when The Star is issued the attention of at least 150,000 brains are centered upon its contents for a period covering from one to four hours. These 150,000 different people have different tastes and require mental food far above the average quality. For these reasons The Star's policy has always been to employ the highest grade of talent in every department and to search the whole field of current literature for

material with which to make its columns interesting to its constituency six days in the week, fifty-two weeks in the year.

The Star has never resorted to any methods except those tending to the making of a good newspaper. It has obtained none of its circulation by outside ventures, such as guessing matches, missing word contests, the giving away of pictures or books, or chewing gum through the medium of coupons and other clap-trap devices. A circulation of that sort is not considered valuable, and it is certainly not of a kind that is permanent. When you give a man a prize for taking the paper, he takes the paper for the sake of getting the prize. People take The Star because it is itself the prize.

The Star does not resort to subterfuge in filling its columns. If it appears to be a large newspaper, it is a large newspaper. Every inch of its space has value, and must be filled with matter worth the space it occupies.

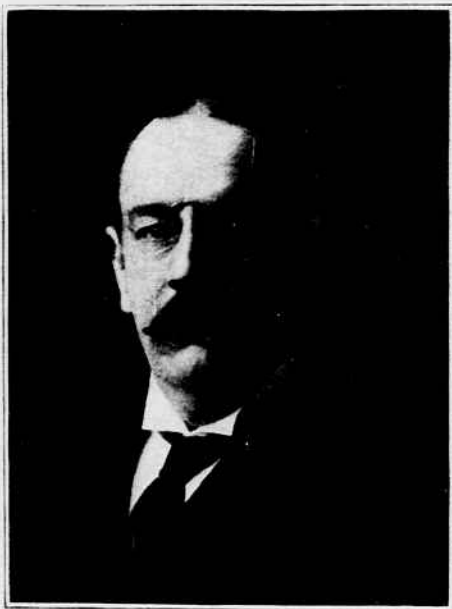
Judged by Its Readers.

The reader is the all-important consideration in making a newspaper. First, to secure him as a reader, and, second, to hold him. To make a newspaper that will each day possess absorbing interest to him, that he will look forward to, and that he will finally come to so regard that if for a day he fails to see his favorite paper, he will feel that he has grown out of touch with the world. When the reading public read a newspaper clear through—and by the reading public I mean all the members of the family—then that newspaper becomes of great value to the advertiser, no matter whether he deals in hats or parasols, in cigars or corsets, printing or pianos, real estate or candy.

There is no such thing, there should be no such thing, as "a man's paper," pure and simple. It is the woman who dictates what paper shall be taken in the family. The true family paper is read by all the members of the family. The Star is read just as regularly and as earnestly by the men as by the women. The men usually read it first; a great many of them buy it and read it on the cars on their way home. Some of them have it served at their offices and take it home with them.

Two-thirds of its circulation is delivered at the door of regular subscribers by carriers, and one-third goes into the homes by other means. But more than 95 per cent of the circulation of The Star goes directly into the homes of Washington, and that is the most important part of the proposition.

The men of the family are really not as important as the women of the family, when a newspaper is considered from the average advertiser's point of view, for the



Mr. J. Whit Herron,

Business Manager.

women are the buying committee of the family. Eighty-five per cent of the millions of dollars earned by the bread winners of the Washington families is spent by the direct dictation of the women. Since the beginning of the family (at least since the family wore clothing and bought food) the purchasing department has been largely delegated to the mother, the wife and the sister, and into their hands has been paid, and rightly, an overwhelmingly large proportion of all money that has been earned by the men of every civilized community on the face of the earth.

Therefore, the advertiser is more interested in reaching the women of the community than he is in reaching the men. But through The Star he reaches both. A large majority of the advertisers in The Star have certified that it reaches everybody in Washington, both the men and the women, the rich and the middle classes, the young and the old, those who toil and those who do not toil, and that therefore for any article which any person desires to sell to the

people of Washington The Star is by far the best advertising medium.

Considered, therefore, from any point of view, The Star is the medium which reaches the entire purchasing public of Washington. I did not intend, when I began, to go deeply into a discussion of the value of The Star as an advertising medium, for the value of any advertising medium is determined by those that advertise in it, and the story of The Star in this respect has been so fully told by the advertisers of Washington that it leaves nothing for us to say here at the office. But any thorough analysis of journalism involves a discussion of the factors which make a newspaper constantly read by its constituency, and involves a discussion from which cannot be



Mr. Fleming Newbold,

Assistant Business Manager.

elided any of the essential elements. I mean by this that a newspaper cannot be discussed separately as a newspaper and as an advertising medium. Its value as an advertising medium depends upon what it is as a newspaper, and its scope as a newspaper is usually determined by its advertising patronage.

The character of the newspaper determines its readers, and the number of its readers, and this determines its value as an advertising medium. The revenue it derives from its advertising columns determines how much money it shall have to spend for the purchase of news and editorial ability, and machinery and paper, with which to produce a good newspaper, and thus the two propositions are interwoven.

This leads to a consideration of the fact that the advertising in a newspaper is of just as much importance to its readers as is the reading matter, and, so far as that is concerned, the advertising in a newspaper is a part of its most valuable reading matter. There is no department of The Star that has more influence upon the important affairs of its readers than has the advertising department.

It is not so important to the advertiser as it is to the reader. If the advertisements were left out of The Star, I suppose the majority of the women who read it, and a great many of the men, would consider that one of the most important departments, possibly the most important, had been omitted.

This may be easily analyzed and demonstrated by considering the situation in the average family. It has a certain income, from which must be purchased the necessities and comforts of existence. To make the mighty dollar purchase the food and clothing and the recreation of modern existence is a constant study in which the great text books are the advertisements in the daily newspapers. The storekeeper

realizes that each day there will be a certain number of thousands of dollars, perhaps a million, spent by the people of his city in purchasing at the stores, and the merchant who wishes to get his share of that money has learned that he must not only have upon his shelves the goods which the public ought to buy, goods that are up to date, that are fashionable, that are reliable, and behind which stands the guarantee of the firm's reputation, but that he must make known to the purchasing public that he has these goods for sale; otherwise, he will have neglected such an important part of the process of modern merchandizing that he will fall behind in the race. The function of the advertisement is principally that of carrying the information of the goods on sale at stores, that could be secured otherwise only by assiduous personal visits and constant vigilance on the part of the purchasing population. Advertisements carry these facts to the people's homes just as the delivery wagons carry the goods when they have been purchased; and the modern family feels that for the merchant to refuse to announce his goods through the family newspaper is about the same as if he should refuse to deliver goods that they had purchased at his store.

Advertising thus being an absolute public necessity, in which the general public is benefited just as much as, or more than, the dealers themselves, being just as much of a necessity to the community as the street cars, or the waterworks system, or the electric lights, it then becomes the duty of a newspaper endeavoring to serve its patrons in the best possible way, to give great attention to this advertising service, and this The Star has done with increasing energy each year of its existence. It has endeavored to perfect to the highest possible degree the advertising in its columns. It has purchased always the very latest and most artistic faces of type; it has insisted that the advertisers shall co-operate

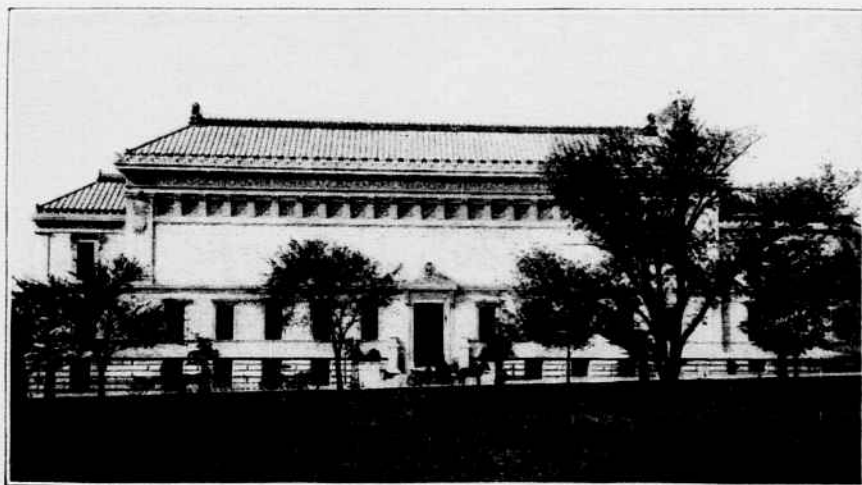


Mr. Beale R. Howard,

Secretary.

with the paper in making its pages attractive, and in a common cause. For this reason, it has discouraged the use of large, black type, and of grotesque effects, that would destroy the practical beauty of its pages.

The Star has been more than gratified at the spirit of co-operation on the part of the advertisers of the city of Washington. They have entered into the spirit of our undertaking, and as the years rolled by, and their advertisements have increased in number and size, they have become better and more artistic, more attractive and more effective. It is said, and I believe it is true, that nowhere in the world is advertising as attractive and as effective as it is in Washington, and The Star is proud and pleased to have done its part.



THE CORCORAN GALLERY OF ART.